Blackhawk Waterways Convention & Visitor's Bureau
Promoting Tourism in Carroll, Lee, Ogle and Whiteside Counties
Diane Bausman, Executive Director
Report for Month of July 2009

Meetings Attended:

- July 7th – Whiteside Co. CEDS meeting
- July 8th – Tri State Tourism meeting
- July 8th – Savanna Hotel/Motel board meeting
- July 9th – Rock Falls Tourism meeting
- July 13th – Dixon Tourism meeting
- July 14th – Carroll County Hotel/Motel meeting
- July 22nd – Rochelle Tourism meeting
- July 25th – 2010 Lincoln Hwy National Conference planning meeting in Dixon
- July 28th – BWCVB board of directors meeting

bwcvb.com Web Site Update:

- We had 3,598 absolute unique visitors to the website during July and these people spent an average of 3.36 minutes on the site with an average of 3.96 page views per visit. Of these unique visitors, 86.30% were new visitors to the site.
- In reviewing the analytics data it showed that 71.5% of the traffic came from search engines with Google being the greatest source. 10.21% was direct traffic and 18.26% came from referring sites of which the top four were: whitepinesinn.com, WGNTV.com, campingislands.com and cityoffulton.com.
- Our Adwords Spring campaign continues to bring new unique visitors to the site. In the last month there were 1,049 unique visitors from the Adwords of which 92.37% were new visitors. They viewed 4.18 pages and spent an average of 3.32 minutes on the site. Our average cost per click was $1.08.

Bulk Mailing Update:

- We sent out 291 packets of information during July as a result of requests received via the website, mail & phone calls

Public Relations:

- Our July e-newsletter went out July 2nd to the 996 people who have signed up to receive information on events going on in our region.
- July 11th - I helped sell tickets at the Whiteside Co. Barn Tour
- July 28th – WCCI radio show
- At the request of ICCVB I wrote a letter of support for the Midwest Rail Initiative on behalf of BWCVB.
- I also wrote a letter of support for Chicago's bid for the 2016 Summer Olympics on behalf of BWCVB
- Please plan to attend the BWCVB annual dinner on August 20th in Savanna. Themed, "Sturgis in Savanna – BWCVB Biker Bash" it promises to be a great night of food, fun and networking with those in the tourism business. If you need more information call our office at 800-678-2108.

Updates and Information:

- The Trail of Terror brochure is at the printer and we expect delivery during the first week of August. This is a very popular promotion of Fall, festivals, haunted houses and Halloween themed activities that brings many visitors to the region.
- The **Lincoln Highway Association National Conference will be held in Dixon June 21-26, 2010**. The 150-200 attendees will be coming from all over the country and will be housed at the Quality Inn & Comfort Inn with the main conference meetings & workshops taking place at the Loveland Center. There are many activities for the participants being planned including receptions, walking tours of Dixon, an art exhibit, a car show, 2 days of bus tours going both east & west on the Lincoln Highway to name a few, This will be a wonderful opportunity to show off our region to visitors from across the country.
- Our **2010 fiscal year started July 1st** and even though the state budget has passed, we have not received any word on what our actual appropriation will be. According to our lobbyist, we are still listed at the same funding level as FY 09 but until they get all the kinks worked out, we will not receive any FY 2010 funds.

Advertising Update:

- During July we received 239 targeted requests for information from our ad on **travelguidesfree.com**
- We continue to receive requests for information from our ad in the 2009 **Illinois Travel Guide** which came out in early January As of today we have received a total of 164 requests for information.
- We have received 404 requests for information from the 2009 edition of Midwest Living's **Best of the Midwest.**
- Our ad in the summer edition of **The Northwest Quarterly** came out in late June. This magazine is distributed in NW Illinois & Southern Wisconsin.

We appreciate the support we receive from you and if you would like me to give a brief presentation at your county board meeting on how Blackhawk Waterways CVB promotes tourism in Carroll, Lee, Ogle and Whiteside Counties, call me at 800-678-2108 or contact me via e-mail at dbausman@bwcvb.com

Blackhawk Waterways CVB Mission Statement
To increase the economic impact to the four counties represented through promotions, advertising and providing information to potential visitors.